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Emergency Notification Tools

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Disaster communications – the core of Emergency Notifications



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What is Emergency Notification?



“The goal of ENS is to deliver rapid consistent information to anyone, anywhere, anytime – on any possible device.”

- Automates Manual Call Trees
- Links people to the information they need
- Drives the actions that people take
- Insures consistent 2 way communications
- Provides audit log for post-event risk management
- Internal/External messages delivered in minutes
- Pre-Plan to minimize damage, trauma, & shorten recovery time

Emergency Notification Uses



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- **Aviation Crisis**
- **Biohazard detection alerts**
- **Continuity/crisis situation alerts**
- **Disaster response team coordination**
- **Earthquakes**
- **Fires**
- **Flooding**
- **Major media broadcast outage alert/response**
- **Medical crisis (outbreak)**
- **Municipal communications**
- **Neighborhood watch (community groups)**
- **Preparedness drills**
- **Terrorist attack**

April



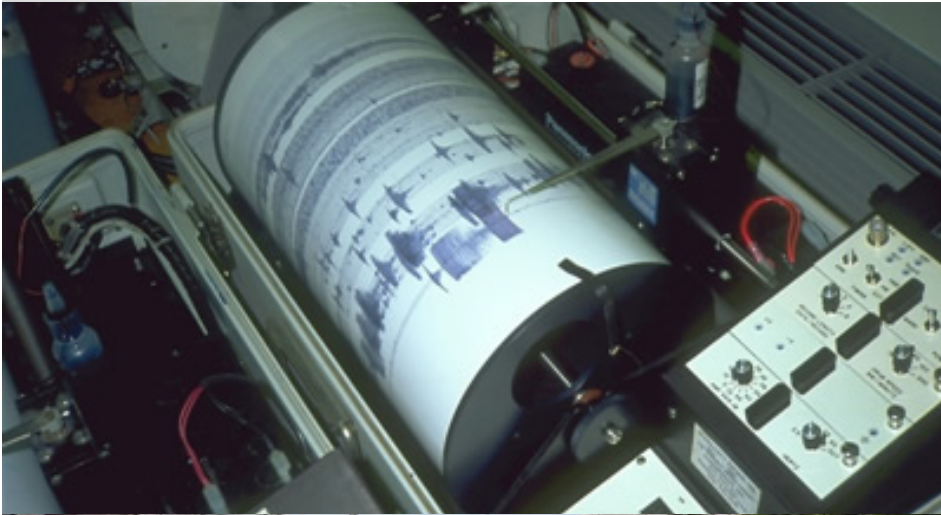
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April 2010



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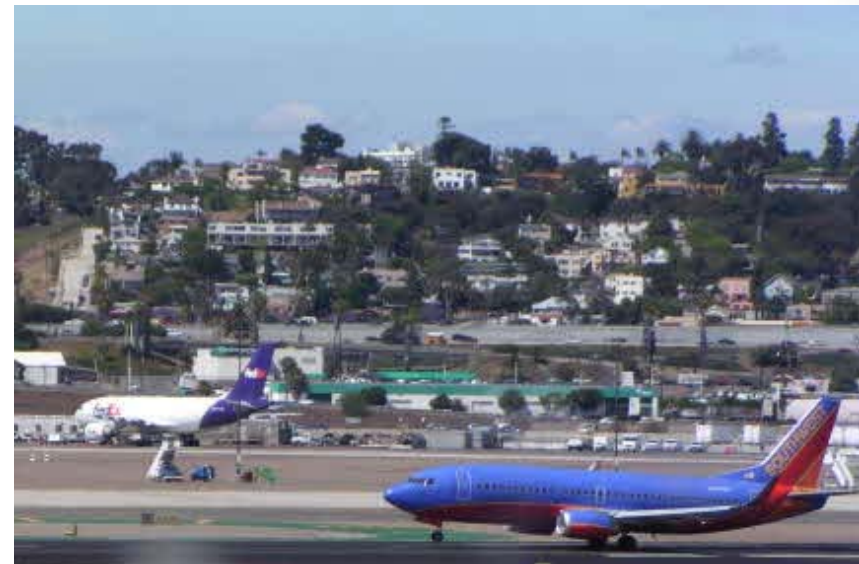
Success Story: San Diego Regional Airport Authority



- The San Diego County Regional Airport Authority employed Send Word Now's alerting software to reach out to employees after an earthquake struck the San Diego area in April 2010.

“Because the earthquake occurred on a Sunday, the majority of our staff was at home. After receiving the alerts, our personnel were able to come back in on Monday feeling fully informed.”

- Cameron Burkel, the Security and Public Safety Analyst for the Airport Authority



Success Story: Deutsche Bank



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- After a hotel attack in Mumbai, Deutsche Bank was able to send out voice and text messages to employees based in Mumbai.
- Crisis managers were able to reach and account for their employees after the blast.
- With Send Word Now, messages can be sent to over 125,000 employees in 173 different countries.



Send Word Now



- **Leading provider of emergency notification and incident management services**
- **Founded as a direct result of personal experiences during 9/11**
- **Fully hosted subscription service**
- **Tested and proven technology**

Sending Messages



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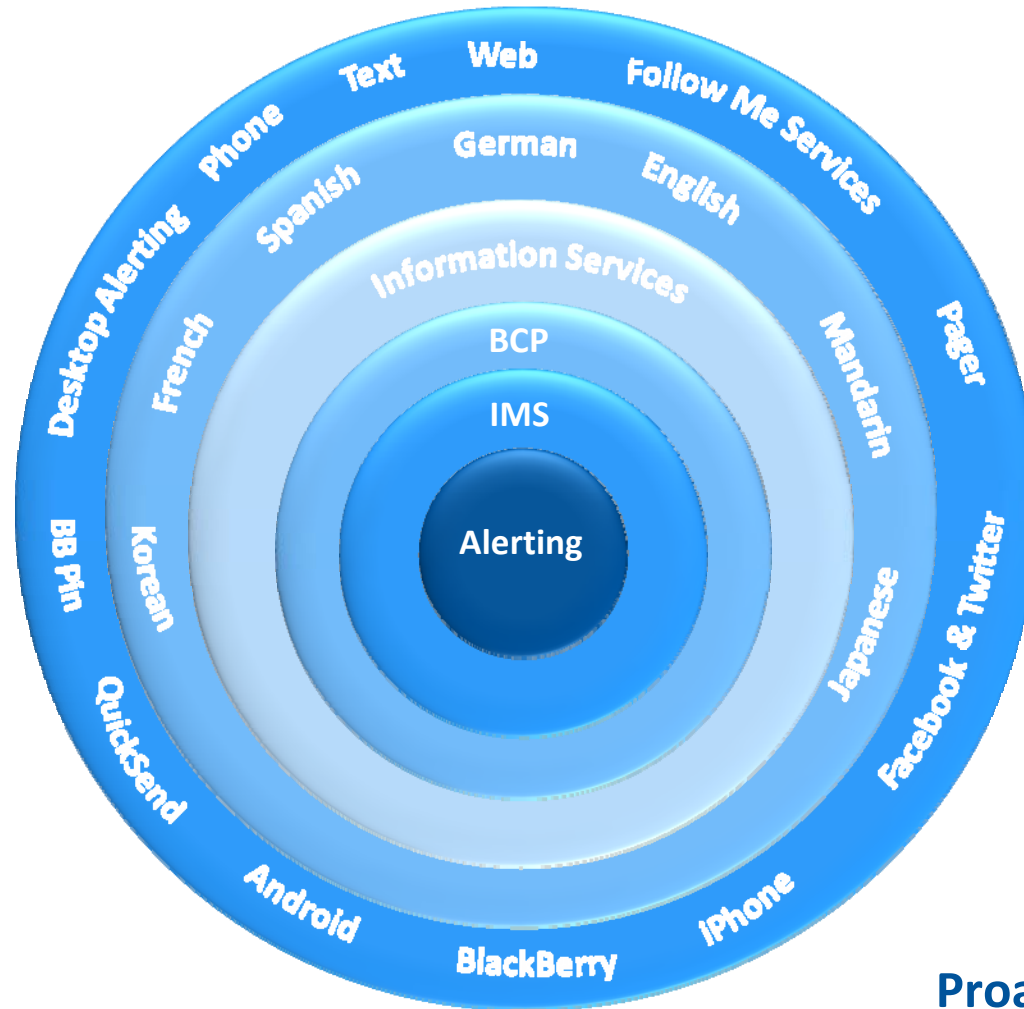


Initiate Messages



- Internet web browser
- Email
- QuickSend – no login necessary
- 24/7 Call Center via toll free number
- Smart phone application
- Automatically via Web Services API

The Send Word Now Platform



Proactive vs. Reactive

Notification Services



- **Message over 1 Million end points in under an hour**
- **One Integrated Tool – Notification, IMS, & Weather Alerting**
- **Unlimited pre-defined Scenarios for immediate execution**
- **Geo-targeted Alerting**
- **Unlimited groups & Sub Administrators**
- **One click Conference Bridge connection**
- **Automated Contact and Group Management**
- **Mobile Services Application for Administrators**
 - **Blackberry & iPhone**

Incident Management System



- Central Portal for collaborative communication among Incident Managers
- Organize, prioritize, and assign tasks easily
- Alerts go out, responses come back, all in one place
- Real time monitoring of events and alerts
- Group coordination – logistics, operations, & loss prevention



WeatherBlast



- Provides **precision-targeted** early warning notifications, allowing site/plant managers to initiate severe weather protocols to ensure employee safety
- Powered by Weatherbug's **dense network of 8,500 weather stations** providing fine-grained data targeted with more precision than ZIP codes – precise within 5 square miles.
- **Highly customizable and targeted** where recipients can choose the kind of alerts they need and receive only those that are relevant i.e. tornado warnings, lightening strikes, severe wind gusts, etc.
- Alerts can be **pre-loaded with call to action** instructions such as “stay inside” or “Contract the Emergency Operations Center immediately”
- **Automated, preconfigured alerts require no human action or intervention.** As severe weather events occur, alerts are delivered automatically multimodal to voice and text devices

Additional Features & Benefits



- Recipient-Self Updating
- My Account Inbox
- Alert Links (alert attachments)
- Scheduled Alerts
- Escalations
- Get Word Back Escalations
- Call Pace Throttling
- Concatenated SMS Messages
- Confirmed SMS Delivery
- Voice Message Recording
- Pre-defined Scenarios
- Extension Dialing
- Pause Message
- Reporting/Exporting features
- Call Cascading
- Customizable Caller ID
- Dynamic Groups
- Nested Groups
- Quick Send
- PIN Codes
- Two-Factor Authentication
- Digital Certificates
- Inbound Dialing
- Voice Message Board
- Super-Administrator Access
- Assigning Message-Sending Privileges
- Real Time Response Monitoring

Training & Support



- Both included with subscription at no additional cost
- Web/live kick-off conference call/meeting
- Administrator training < 60 minutes
- User logins (non-administrator) training < 45 minutes
- Award-winning customer support is available 24/7/365
- 24/7/365 Service Operations team monitors system health



THANK YOU!

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